

ABSTRACT

Name of Institution : De La Salle University-Dasmariñas
Address: Bagong Bayan , Dasmariñas, Cavite
Title: A Study on the Feasibility of Shine and Scent 2 in 1 Floorwax Manufacturing
Authors/Proponents: Rhoderick R. Rodriguez
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Funding Resource: Parents
Cost: P 6,000.00
Date Started: July 1997
Date Completed: April 1998

OBJECTIVES OF THE STUDY

A) General

To be able to determine the feasibility and the viability of establishing Shine and Scent 2 in 1 floorwax Manufacturing.

B) Specific

To be able to determine the applicable management and marketing strategies to be use in order to establish a successful business firm.

SCOPE AND LIMITATIONS

The proposed project covers the management ,marketing ,technical and financial aspects of the project and shall be limited to manufacturing business.

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The proponents were able to use quantitative and non-quantitative data and includes personal interviews and surveys. The handout and books from DTI (Department of Trade and Industry) in Makati were our primary source of data. The school library were sources of secondary data.

MAJOR FINDINGS

The proposed research study has provided enough data that will motive the proponents to pursue the project. These findings gave us the researchers an idea on how to help businessmen and entrepreneurs in manufacturing out the product in order to help them improve and develop their standing in the business world.

CONCLUSION

The proponents had found out that the proposed project is viable and feasible, useful and will be of great help to investors in attaining good credit standing and opportunities for even a better or greater profit.

RECOMENDATION

The proponents without any hesitation recommend that this proposed business project be actualized in the near future.